

March Newsletter

Hereford **BID** Investing in our City

DELIVERING



Chief Executive Update

As we enter Spring, the opportunity is open for businesses to put forward their names as potential board members. The position is voluntary and unpaid, but you do get a chance to shape the work of the Hereford BID in our drive to support traders.

I would welcome an informal chat for anyone considering getting involved.

Mike Truelove, Chief Executive

Upcoming Trails & Events

We were thrilled to receive such strong interest in our Easter Interactive Trail, which saw all spaces filled within less than 24 hours. For anyone that is interested in taking part in a trail, we are pleased to share that there are two more launching in the upcoming months. We invite any BID members who have not yet taken part in a trail to reach out if they would like to be included in one of these.



A Royal Adventure Trail

29 April - 8 May

A coronation-themed trail that will run to cover the bank holidays in early May. Bunting and posters provided.

Hereford Dinosaur Trail

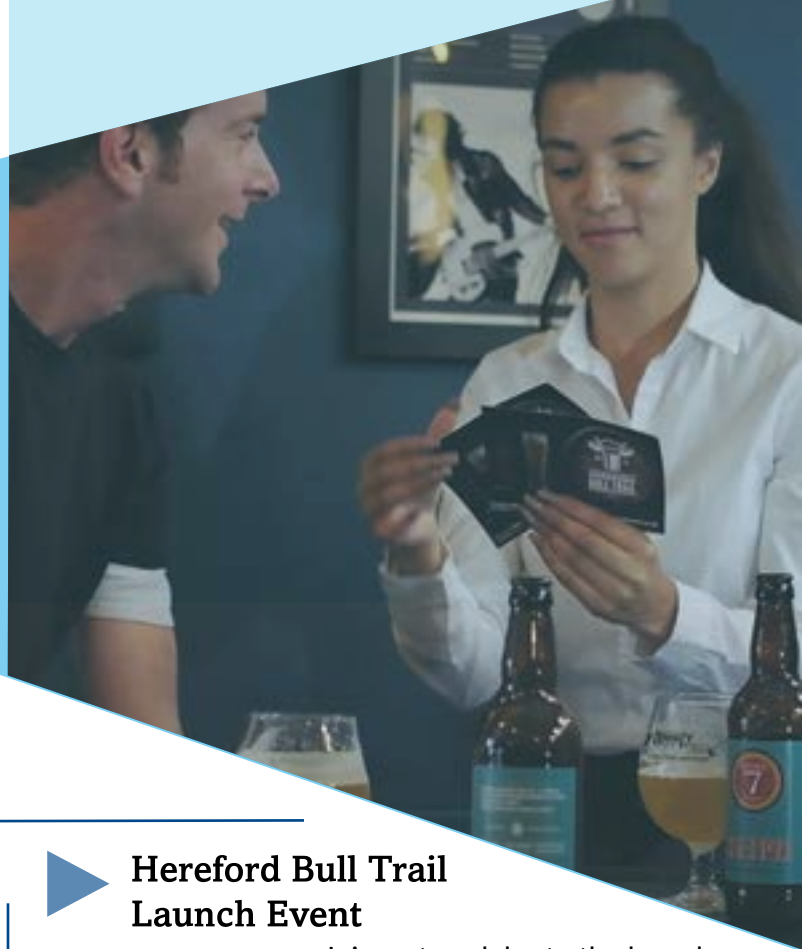
July - August (dates tbc)

The dinosaurs are back! This fun trail will see families explore the city in summer months hunting for Dinosaur facts.

Contact info@herefordbid.co.uk to take part.

Please note: places are filled on a first-come first-served basis, with priority given to businesses that have not taken part in a recent trail.

Discover the latest news and updates from Hereford Business Improvement District.



Hereford Bull Trail Launch Event



**HEREFORD
BULL TRAIL**

Join us to celebrate the launch of the Hereford Bull Trail!

The popular Hereford Bull Trail is back for 2023 and we are inviting members of Hereford BID to join us at Hereford F.C for an informal networking event, with a complimentary drink and commemorative glass for all attendees.

Attendees will learn more about the trail, have the opportunity to meet with the BID team and fellow members, and have a photo taken with Hereford F.C's mascot, Edgar the Bull.

The event will start at 1:45pm on 1st April at the Hereford Suite. Hereford Football Club have kindly offered all attendees free tickets to the match against Boston United following the event (Kick off 3pm).

Tickets are limited to 2 per business - scan the QR code to reserve yours.



Content Call Out

Feature in Hereford City Life's upcoming online campaigns! With topics including weddings and dog-friendly dining, if your business would like to be included, please send details to rhiannon.burns@herefordbid.co.uk

Father's Day Gift Guide (deadline: May 19th) – share your gift or activity options for dads with us.

Dog Friendly Dining Destination (deadline May 31st) - does your restaurant or cafe welcome dogs?

Local Produce Champions (deadline June) - does your businesses showcase the best produce from Herefordshire?

Wedding / Party Suppliers in Hereford (deadline June) - featuring venues, services and products for weddings in Hereford.

Proposed Parking Changes on Commercial Road



Hereford BID's Chief Executive has shared his comments on proposed parking fees for Commercial Road. Under Herefordshire Council proposals, due for public consultation soon, there are eight streets earmarked for consideration.

Read the article at www.herefordbid.co.uk/news

Hanging Baskets



There's still time to order your hanging baskets!

If you would like two FREE hanging baskets to brighten up your storefront, please fill out our Floral City order form by 31st March 2023 and email to: info@herefordbid.co.uk

Take part in business survey!

Hereford BID, in partnership with Herefordshire Council, are conducting research into staffing levels and want to hear from businesses about employee numbers and growth.

To take part, simply scan the QR code to start the anonymous survey which should take no more than two minutes.

We will share the results soon.

The closing date for the survey is 31.03.23.



Board Members Wanted

BID members who might be interested in becoming a director of the company are encouraged to step forward. Joining the board gives you an opportunity to shape the business plan which is delivered for the benefit of all members.

Expressions of interest or any queries should be made to mike.truelove@herefordbid.co.uk

STAY CONNECTED!

For weekly and monthly updates, make sure you're following Hereford BID and are subscribed to our email newsletter.

www.herefordbid.co.uk



@HerefordBID



/herefordbid

www.herefordcitylife.co.uk



@herefordcitylife



@hereford_city_life